



Leading beverage industry executive appointed to Clearly Canadian's advisory board

VANCOUVER, B.C., APRIL 4, 2006 — CLEARLY CANADIAN BEVERAGE CORPORATION (OTCBB: CCBEF) announced today that Brian O'Byrne, former President of Yoo-hoo/Orangina Beverage Company, has been appointed a member of the Clearly Canadian Advisory Board. Mr. O'Byrne presided over Yoo-hoo/Orangina from 1997 until it was sold to Cadbury Schweppes PLC in 2001. He is co-founder and CEO of the INOV8 Beverage Company, an idea shop specializing in creating new and innovative beverage concepts based in Rye, New York.

Brent Lokash, President of Clearly Canadian stated, "Brian O'Byrne is a fantastic addition to the Clearly Canadian team. His many years of experience in running profitable beverage companies will be a tremendous asset to Clearly Canadian as the company moves forward on fulfilling its stated strategic initiatives, including the launching of innovative new products and the leveraging of the brand equity of Clearly Canadian."

The Clearly Canadian Advisory Board has recently been formed to provide experienced, advisory services to the Company on strategy, marketing and new product development. The Advisory Board is chaired by James Dines, editor of The Dines Letter.

About Clearly Canadian

Based in Vancouver, B.C., Clearly Canadian Beverage Corporation markets premium alternative beverages and products, including Clearly Canadian® sparkling flavoured water and Clearly Canadian O+2® oxygen enhanced water beverage which are distributed in the United States, Canada and various other countries. Since its inception, the Clearly Canadian brand has sold over 90 million cases equating to over 2 billion bottles worldwide. Additional information about Clearly Canadian may be obtained at www.clearly.ca.

CLEARLY CANADIAN BEVERAGE CORPORATION

Brent Lokash, President

Forward Looking Statements

Statements in this news release that are not historical facts are forward-looking statements that are subject to risks and uncertainties. Words such as "expects", "intends", "plans", "may", "could", "should", "anticipates", "likely", "believes", "estimates", "potential", "predicts", "continue" and words of similar import also identify forward-looking statements. Forward-looking statements are based on current facts and analysis and other information that are based on forecasts of future results, estimates of amounts not yet determined and assumptions of management, including, but not limited to, the Company's belief that members of its Advisory Board will be an asset to Clearly Canadian as the company moves forward on its stated strategic initiatives, including the launching of innovative new products and the leveraging of the brand equity of Clearly Canadian. These assumptions are subject to many risks, and actual results may differ materially from those currently anticipated. These risks include, by way of example and not in limitation, general economic conditions, changing beverage consumption trends of consumers, the Company's ability to generate sufficient cash flows to support general operating activities and capital expansion plans, competition, pricing and availability

of raw materials, the Company's ability to maintain the current and future retail listings for its beverage products and to maintain favorable supply, production and distribution arrangements, laws and regulations and changes thereto that may affect the way the Company's products are manufactured, distributed and sold and other factors beyond the reasonable control of the Company. Additional information on factors that may affect the business and financial results of the Company can be found in filings of the Company with the U.S. Securities and Exchange Commission and with the British Columbia and Ontario Securities Commissions.

For further information please contact:

Shareholder Relations

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CLEARLY CANADIAN BEVERAGE CORPORATION is the registered holder of various trademarks, including CLEARLY CANADIAN®. CLEARLY CANADIAN BEVERAGE CORPORATION, and its wholly owned subsidiaries, produce, distribute and market CLEARLY CANADIAN® and CANADIAN O+2®.

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